

NCDA Board of Directors

February Meeting
Charleston, SC



Thursday, February 2, 2012

8:00 am: Meeting Called to Order (Osborn)

Roll Call (Severy)

- Deb Osborn, President
- Cheri Butler, Past-President
- Rich Feller, President-Elect
- Charles Lehman, Treasurer
- Lisa Severy, Secretary
- Rebecca Dedmond, Trustee-at-Large
- Paul Timmins, Midwest Region Trustee
- Michelle Beese, Western Trustee
- David Blustein, Trustee-at-large
- Mark Danaher, North Atlantic Trustee
- Deneen Pennington, Executive Director
- In Attendance on Thursday only: Ron Cathey, Southern Trustee
- Not in Attendance: Pat Schwallie-Giddis, ACA Governing Representative

Approval of the Agenda (Osborn)

Motion to approve agenda made by Paul Timmins and seconded by David Blustein.

Additions: Annual Transitions of Board Members; Credentialing Survey; NCDA Platform Statement; Update on Journal Editors; ACA Awards; Boston Conference Planning; Rhode Island Chapter. Motion to approved agenda as amended made by Rebecca Dedmond and seconded by Michelle Beese. Motion carries unanimously.

Charles Lehman presented ideas from the working group (Charles Lehman, Lisa Severy, and Cheri Butler) on potential board reorganizations (handout). Long discussion included consideration of questions such as *what are our outcome goals for reorganizing and how can we refocus in a way that will help us to meet our current challenges more effectively?* Most discussion centered around organization based on main membership categories:

- K-12 School Practitioners
- Higher Education Practitioners
- Counselor Educators & Researchers
- Private & Agency Practitioners
- Trustee-at-Large (Liaison to Emerging State Associations)
- Trustee-at-Large (Liaison to Established State Associations)

Alternatively, there could be one Trustee at Large related to State Associations with subcommittees for Emerging State Associations and Established State Association support and one true "At Large"

- Trustee for K-12 School Practitioners
- Trustee for Higher Education Practitioners
- Trustee for Counselor Educators & Researchers
- Trustee for Private & Agency Practitioners
- Trustee for State Associations (Task Forces for Emerging and Established Associations)
- Trustee At Large

Next Discussion: Should the Treasurer and Secretary roles be moved to three year commitments like the Trustee positions?

Subcommittee Recommendation: Due to the nature of the discussion, it is recommended that a two-third majority vote is a better standard than a simple majority.

Motion to present a new proposal to the Annual Membership Meeting in Atlanta for a change in the organization and representation of the Trustee members of the NCDA board made by Charles Lehman and seconded by David Blustein. Some discussion followed related to the specific labels we've used. New titles....

- Trustee for School Career Counselors & Specialists
- Trustee for Higher Education Career Counselors & Specialists
- Trustee for Agency & Private Career Counselors & Specialists
- Trustee for Counselor Educators & Researchers
- Trustee for State Associations (Task Forces for Emerging and Established Associations)
- Trustee At Large

Motion passed unanimously!

Motion to present a new proposal to the Annual Membership Meeting in Atlanta to create a president elect-elect position on the NCDA Board made by Charles Lehman and seconded by Mark Danaher. Motion carries with one abstention.

Motion to require that a candidate serve on the NCDA Board before running for president elect-elect made by Charles Lehman and seconded by Cheri Butler. Discussion: Issue of experience may have been rendered moot by the previous discussion. Motion denied unanimously.

Motion to present a new proposal to the Annual Membership Meeting in Atlanta for a change in the length of service for the Secretary and Treasurer from two year term to a three year term made by Cheri Butler, seconded by Michelle Beese. Motion carries with two abstentions.

Motion to present a new proposal to the Annual Membership Meeting in Atlanta for the removal of the ACA Governing Council rep from the NCDA Board made by Charles Lehman and seconded Cheri Butler. Friendly amendment: Removal of the ACA Governing Council rep as a voting member of the NCDA Board. *Decided to table the discussion until we are able to discuss via phone with current ACA rep, who was unable to attend this meeting.* Despite attempts by board members and Pat to talk about the issue, we were unable to connect with her before the question was called. Vote held on Friday, February 3rd at 11:42 am. Motion carries with two abstentions.

Motion to present a new proposal to the Annual Membership Meeting in Atlanta that prohibits a board member from serving in consecutive terms in the same position on the NCDA Board made by Cheri Butler, and seconded by Michelle Beese. Motion denied with two abstentions.

ACTION ITEM: Deneen Pennington and Deb Osborn will work with John Wilgeroth, chair of the Bylaws Committee, to ensure that changes proposed by the NCDA Board will be processed and presented for consideration by members in accordance with the NCDA Bylaws.

Motion to direct the NCDA Elections Committee to actively recruit and give preference to members who have not previously served on the NCDA Board with the exception of the

president elect-elect position made by David Blustein and seconded by Mark Danaher. Motion carries unanimously.

Suggestion made to ask the Committee on Diversity Initiatives and Cultural Inclusion to recommend a similar directive for the NCDA Elections related to diversification of the NCDA board candidates. **ACTION ITEM: David Blustein will follow up with committee chair, Lee Rush.**

Meeting continued with Long Term Planning Activity. Ideas from subgroups submitted to Rich Feller and Deb Osborn. They will synthesize and return by March 1, 2012.

Moved earlier on the agenda as Ron Cathey will not be attending on Friday.

9. Motion to appoint Mary Buzzetta as a new Field Editor for *Career Convergence* made by Ron Cathey and seconded by Paul Timmins. Motion carries unanimously. Also informed that Caitlin Williams, currently as Associate Editor for Organizations, will be getting assistance from Susan Whitcomb.

Editor's Clarification: The corrected title for Mary Buzzetta is Department Editor for Career Developments, working specifically on the Graduate Students section.

- Update on CDQ Editor Search. Call for Nominees should be out by March 1st in order to interview final candidates at Atlanta Conference.
- Proposed agenda for Leadership Academy at conference in Atlanta distributed. Ron Cathey reviewed the first draft of the proposed agenda. Feedback welcome. May want to incorporate a time for the two groups to meet together without the rest of us to really share an inside perspective. It would also be great to bring a Second-Year to the First Time Conference Attendees' session to talk about the Leadership Academy. Also discussed having a Leadership Academy Alumni gathering. Recommended that we invite the ACA President and/or President-Elect to participate in Leadership Academy. Atlanta Tie-in: CNN or COKE executive to participate in Leadership Academy? Also suggested that Thomas Stowell would be a great speaker for the topic on Advocacy?

Discussion of proposal to move the dates of the board term. (Handout) Some complications were created when the fiscal year changed. Charles Lehman shared a proposal for leaving the term connected to the fiscal year but including a more specific transition period.

Committee Restructuring Proposal shared by Deneen Pennington. Consensus was that this restructuring may need to wait until after we see how the new board restructuring works. Also decided to work on implementing a new committee reporting structure. **ACTION ITEM: Deb Osborn and Deneen Pennington will work on committee reporting structure.**

5:28 pm Motion to suspend meeting until Friday morning made by David Blustein and seconded by Mark Danaher. Motion carries with one abstention.

Friday, February 3, 2012

8:00 am: Meeting Called to Order (Osborn)

Motion to reconvene made by Michelle Beese and seconded Rebecca Dedmond. Motion carries unanimously.

All board members present except for Ron Cathey and Pat Schwallie-Giddes.

CDF Update: CDF Council meeting still in process. Long term planning includes looking at encouraging more e-learning modules by requiring that all instructors have training in e-learning. DVD curriculum needs to be updated in alignment with the updated core curriculum. May look at doing that on a secure access portion of the website (which is much easier to update and will save some money related to burning the DVDs). Request that NCDA consider adopting Moodle as a support mechanism for instructors. NCDA would purchase and host the site (monetary details to come) and then the instructors would subscribe and pay a user fee to NCDA. Also look at creating a course template for e-learning to develop some consistency in the tech savvy level across the online learning delivery system. Formal proposal to follow.

Membership Report (Pennington) 5, 033 total

NACE promotion: Of the 33 NACE members who signed up for the promotional membership, 15(45%) renewed and paid dues at the end of the promotional period.

Treasurer's Report (Lehman)

Main concerns: Publications revenue is lower than expected. Perhaps we can highlight books on the home page the month they are released. Government Relations Specialist line item to be discussed at the April telephone board meeting, which will be the end of the six-month period the NCDA Board granted in October of 2011. The budget allocated for Elections can be reallocated as it will not be used. Various recommendations were suggested, including not allocating it at all. Decision deferred until April telephone board meeting so that we would know about the decision on the Government Relations Specialist line item as well. Had a long discussion related to webinars and and/or pre-recorded video casts. Rich Feller moved to authorize a fifth webinar and to increase that line item expense allocation by \$3,100, seconded by Charles Lehman. Motion carries with one abstention.

Discussion of complications of the Supervisor Curriculum. Cheri Butler moved to direct Judy Hoppin to update the CDF Supervisor Curriculum and authorize planning for and advertising of training in Atlanta in conjunction with the 2012 conference, second by Lisa Severy. Motion carries unanimously.

Update on Boston Conference: (1) Proposal for an NCDA Counselor Education Pre-Pre Conference (working title) prior to the Boston Conference to provide NCDA support to Counselor Education faculty and graduate students, and promote their conference attendance. Speakers would not be paid but some travel expenses may be requested. (2) Proposal for special limited run publication (working title Legacy, Leadership and Career Development Lessons) that includes stories from Brain Trust, and Leadership Academy grads, etc.. This would be used within Legacy Giving Society thank you...with e-copy going to all Boston 13 registrants (3) Proposal for a special NCDA e-publication (not a special issue of the CDQ) to include republication of top ten cited CDQ articles and reference list of top 50 cited only Electronic copy to all conference participants and potentially other groups. (4) Proposal for a post-conference boat/ferry trip and overnight tentatively to Provincetown, MA, cost-neutral option for participants. Lots of enthusiasm from the board.(5)Launch Legacy Giving Society will goal of raising \$30-70K

Rich Feller presented a proposal for creating a Task Force titled How can NCDA better serve and market to Career Coaches/Consultants led by Elizabeth Craig. Task Force would be charged to....

- a. Clarify the nomenclature and offer a context around the changing needs and issues of this constituent group

- b. Develop questionnaire to survey those who brand themselves as career counselors, career coaches, career consultants, etc. Determine training, experience and ongoing training needed.
- c. Survey/compile existing offerings by other career organizations. Determine where collaborations may be appropriate.
- d. Determine current and future entrepreneurial/self-employment percentage of those surveyed and develop programs and webinars to assist with their success.
- e. Provide a short list of best resources to answer: "What do I need to know to be a career coach/consultant?"
- f. Serve as a group of practical experts able to update the Board and respond to requests from the field.
- g. Results from survey (b. & c. above) will include one or more of the following:
-Reports via a short paper or presentation to the Board to identify and clarify the need with a list of recommendations. Could be converted into a Convergence article and/or into a dedicated article/issue of Career Developments ... in parallel with a webinar series archived for members ... which leads to a PDI or panel presentation at Boston 2013... possible NCDA branded quarterly training in large cities and a special issue of the Career Planning and Adult Development Journal.

Overall Result: Recommend strategies tied to outcomes that will increase membership as well as retention, conference attendance, contributions to NCDA resources and training, and most importantly a greater professional knowledge of and identity to NCDA.

Motion to establish this task force made by Rich Feller and seconded by Mark Danaher. Motion carries unanimously.

OLD BUSINESS

1. Update on Career Practitioner Institute (Pennington) Meeting registrations and expenses look good. NCDA should consider more conferences in conjunction with meetings with various constituencies. Also discussed whether we should set a rotation of three-four conference cities instead of going to a new city every year. **ACTION ITEM: Deneen will work on a proposal for setting conferences in several key cities on a rotating basis.**
2. Update on Atlanta Conference (Osborn) Deb Osborn will be sending out a questionnaire in March to ask participants for questions for the career panel. Working on a service activity nearby conference hotel. More details to come at a future board meeting.
3. Committee Activities Discussion (All) Updates available electronically.
4. Budget Approval (Lehman) See previous discussion and decisions above.
5. NCDA Mutual Funds (Lehman) Update on continuing plan to move to socially responsible fund based on previous Board decision as soon as administratively arranged.
6. Discussion about Government Relations Committee (Dedmond) Continuing to evaluate our relationship with Advocacy Associates. Latest report plan is similar to the plan that was presented before, but no real outcomes. We'll be voting on this again at the April Board Meeting. Our legislative agenda also needs to be updated by the NCDA Board by seeking feedback from key members who are experts in this area as well as the Government Relations Committee. Also need to revisit the inclusion of State Association leaders in the conference calls with the Advocacy Associates. If we decide to proceed, we need to systemize the monthly phone calls so that more people can be included. **ACTION ITEM: Deb Osborn to follow up with Joan Wills to enlist her assistance in updating our legislative agenda.**
7. Management Company Evaluation Process (Feller) Working group with Ron Cathey, Charles Lehman, and Rich Feller related to the process for evaluating Creative Management

Alliance (CMA) reported. This year will continue as outlined in our contract, but then pilot for a new process will be implemented next year. First recommendation was that a collaborative evaluation be tied to the outcomes listed in the CMA annual contract/ strategies (rather than of Deneen), and include a clear set of expectations and outcome measurements. Evaluation will include feedback for both Creative Management Alliance and the NCDA Board as a whole including ways in which the board can be more effective.

8. Economic Book Review Proposal (Lehman) Proposal from Charles Lehman to start providing book reviews for members presented. Questions included:

- Is this useful to NCDA members?
- Should the format or length or content be changed?
- What's the best means of delivery: website, convergence, magazine, or other? How often?
- Which books or magazines to review?
- Who should write/review?

General support for doing up to six a year perhaps starting by selecting those whose authors or publishers request an NCDA endorsement. Perhaps create some sort of recognition for the best book of the year. **ACTION ITEM: Charles Lehman will forward the proposal for Economic Book Reviews to the Publications Development Council (and copy board liaison Ron Cathey) for implementation.**

ADDED: NCDA Platform Specifics. The NCDA Platform was reviewed by subcommittee including Deb Osborn, Rich Feller, and Pat Schwallie-Giddis. Recommendations to be forwarded to Deneen for implementation.

NEW BUSINESS:

9. Approval of New Field Editor for Career Convergence (Cathey) Covered earlier. See above. *Editor's Clarification: The corrected title for Mary Buzzetta is Department Editor for Career Developments, working specifically on the Graduate Students section.*

10. New Procedures for Board Minutes (Severy) Motion to approve new guidelines related to board meeting minutes made by Lisa Severy and seconded by Michelle Beese.

In order to ensure timely distribution of completed minutes, the following guidelines are proposed.

- The NCDA Secretary will send first draft to current president and Deneen Pennington within one week of the NCDA Board meeting.
- The current president and Deneen will respond with edits within one week.
- The second draft will be forwarded to the complete board for review and edit. Individual board members will have one week to respond.
- The Secretary will call for a motion to approve the minutes and a second. The Secretary will then send the third draft of the minutes and call for an electronic vote. Board members will have two weeks (as per e-vote policy) to respond. Provided a quorum (simple majority) is established within that period, lack of response will be counted as an abstention. The outcome of the vote will be added at the bottom of the last draft and posted to the website as final.

Motion passes unanimously.

11. Nominations and Elections (Butler) Cheri Butler is working on nominations for the slate of board members to be presented at the Annual Membership Meeting in Atlanta in June. She feels confident that there will be at least two people for each open position (treasurer, president elect, western region trustee, trustee at large). The committee is actively seeking candidates from under-represented groups.

12. Approval of NY Bylaws (Pennington) The proposed bylaws from the state of New York's Career Development Association has been reviewed and approved by the NCDA Bylaws committee. Motion to approve the NY Bylaws made by Rebecca Dedmond and seconded Mark Danaher. Motion passed unanimously.

Added: Update on Rhode Island. Rhode Island founding committee is still working on recruiting the minimum number of NCDA members intending to join the RICDA; more information to come at a future meeting.

Added: Update on Credentialing Survey. Subcommittee tasked to explore Post-Master's degree career counselor credentialing options has developed a brief survey to assess interest. Survey will be sent to all NCDA members with a master's degree or higher education level. Need to include a disclaimer or caveat to be sure that we don't set expectations that this is going to happen but rather is clearly just under consideration. **ACTION ITEM: Mark Danaher will forward proposed questions for Master's Level Career Counselor Credentialing survey to the board for feedback.**

Added: Rich Feller shared a suggestion from Dick Knowdell that a track be created for the Boston conference for folks who work with Veterans. **ACTION ITEM: Idea for Veterans Services track will be forwarded by Charles Lehman to Robert Miles, chair of the Veterans Task Force.**

Motion to adjourn made at 11:50 am made by Cheri Butler and seconded by David Blustein. Motion passed with one abstention.

Summary of Action Items:

ACTION ITEM: Deneen Pennington and Deb Osborn will work with John Wilgeroth, chair of the Bylaws Committee, to ensure that changes proposed by the NCDA Board will be processed and presented for consideration by members in accordance with the NCDA Bylaws.

ACTION ITEM: David Blustein will follow up with committee chair, Lee Rush, to request wording for a recommendation to the NCDA Elections Committee related to diversification of the NCDA board slate of candidates.

ACTION ITEM: Deb Osborn and Deneen Pennington will work on committee reporting structure.

ACTION ITEM: Deneen will work on a proposal for setting conferences in several key cities on a rotating basis.

ACTION ITEM: Deb Osborn to follow up with Joann Wells to enlist her assistance in updating our legislative agenda.

ACTION ITEM: Charles Lehman will forward the proposal for Economic Book Reviews to the Publications Development Council (and copy board liaison Ron Cathey) for implementation.

ACTION ITEM: Mark Danaher will forward proposed questions for Master's Level Career Counselor Credentialing survey to the board for feedback.

ACTION ITEM: Idea for Veterans Services track will be forwarded by Charles Lehman to Robert Miles, chair of the Veterans Task Force.

*** Minutes approved unanimously by e-vote 2/20/12**